

# ICEF Dubai

14-16 Feb, 2024

## EVENT REPORT



### Increasing student recruitment from the Middle East and North Africa

ICEF Dubai 2024 successfully gathered **573** international education professionals representing **399** organisations for a three-day event. With participants attending from **36** countries across **6** continents, ICEF Dubai demonstrated the continued growth of the MENA region as a key student sending market.

Collectively, attendees held **5,341** pre-scheduled 1:1 meetings at the 5-star Jumeirah Emirates Towers hotel.



*I found the event to be a fantastic opportunity to connect with educational institutions and agents worldwide. The diversity of opportunities presented was truly impressive, offering valuable insights for Tunisian students seeking an international education. The networking sessions were exceptionally fruitful, enabling us to establish meaningful connections and explore potential collaborations. The professionalism and efficiency demonstrated by the ICEF team throughout the event were commendable, ensuring a seamless and productive experience. Thank you for your dedication and hard work in advancing global education initiatives.*

Upmanyu Bhaumik, Worldwide Studies, Tunisia

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## Great Delegate Feedback

In the after-event survey for ICEF Dubai 2024, the organisation of the event, as well as the support and level of communication provided by the ICEF team, were rated as good or excellent by **100%** of respondents. This feedback demonstrates our ongoing commitment to ensuring that each ICEF event offers the very best experience for attendees.

**96%** rated the number of new contacts they made as good or excellent, and **83%** gave the same rating for the quality of the new contacts.

**72%** of the respondents had attended an ICEF event previously, and we were delighted to be welcoming so many familiar faces to ICEF Dubai.



*Participating in ICEF Dubai 2024 was an exceptional experience that allowed us to showcase our services and connect with a great network of industry professionals. It was an amazing opportunity to attend this prestigious event, and it paved the way for a promising journey.*

**Abir Murad, Edutopia, Lebanon**



*This year has been my 7th ICEF Dubai. As the market can develop and evolve quickly, it means I am still able to meet with new quality contacts each time I come, which helps refine the region's recruitment strategy for the next cycle.*

**James Griffith, Mander Portman Woodward  
London, United Kingdom**



*ICEF Dubai stands for: marvellous premises, excellent organisation, and lots of meetings.*

**Maria Kappenstein, Aachen University of  
Applied Sciences, Germany**



*It was a well organised event and it had a good turnout of agents. Keep it up!*

**Cheryll Flavier, Pacific Link College (PLC),  
Canada**



*I am grateful for ICEF's instrumental role in promoting connections between agencies, encouraging profitable partnerships, and expanding into new markets. The events present a cost-effective and time-efficient approach amidst budget constraints. ICEF has proven to be a strategic supporter in our efforts to meet recruitment agents and build enduring networks for sustainable growth.*

**Muhammad Shahzad Anwar, Study Advisers  
(SAUK), United Kingdom**

## Education Providers

A total of **257** educators representing **168** institutions joined the event in Dubai.

Educators came from **22** countries, with the top five being: the UK, Canada, the US, Türkiye, and Germany.

A remarkable **96%** of educator delegates had attended ICEF Dubai previously, and it was a pleasure to welcome them once again.



*I was very happy to attend as an extra to the main contact for the agents. I learned a lot and I will be attending this event in the future. I am 100% satisfied with everything and would like to give a special thank you to ICEF for providing such a luxury service throughout the public areas of the event, especially the amazing dinner you provided on day two.*

**Daniel Foulkes, inlingua Cheltenham, United Kingdom**



*We've taken part in several ICEF events so far on behalf of John von Neumann University, Kecskemét, Hungary. The venues and services are great. The staff are unbelievably kind and professional.*

**Monika Szántóné Vereb, John von Neumann University, Hungary**

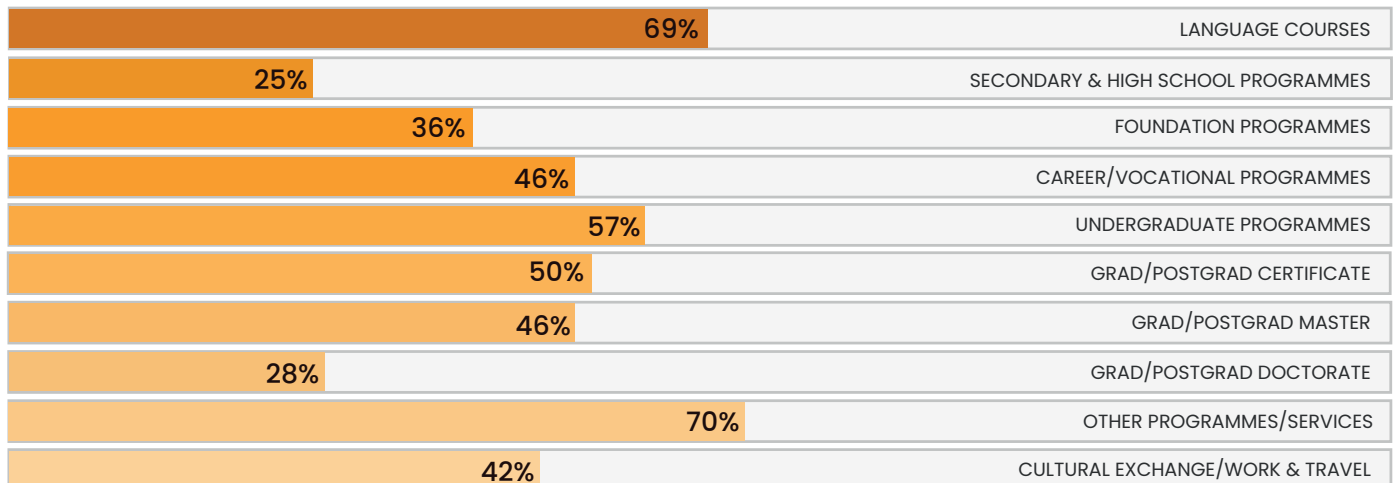


*ICEF is a great event to meet partners, friends, like-minded people, all of whom are more than passionate about education, the next generations, and impact that we all provide.*

**Tetiana Sukhorukova, Şahinkaya Özel Eğitim Kurumları, Türkiye**



## EDUCATOR SEGMENT ATTENDANCE



# Student Recruitment Agents

ICEF Dubai was enthusiastically supported by our community of pre-screened agents - a total of **234** representatives from **199** organisations joined us.

The majority of the agents were from Saudi Arabia (**25%**), and the UAE (**19%**), followed by Egypt (**11%**), Iran (**8%**), and Morocco (**7%**).

For **15%** of the agents, ICEF Dubai 2024 was their first event.



*ICEF Dubai is incredibly well structured and to the point. Meeting potential partners in a simple way - this event allowed me to meet many institutions (educators and providers), in a short amount of time. It was my first time at an ICEF event, but definitely not my last. Having all these institutions in one place helped us to mingle and then to open a new opportunities for our students in Morocco.*

**Houda Hekmi, Hihi Consulting, Morocco**



*ICEF creates the best ever events that bring great agents and high quality educators into contact.*

**Suad Alhalwachi, Education Zone, UAE**



*Attending ICEF Dubai as a Studying Abroad Director was an incredibly beneficial experience. The well-organised event offered a diverse range of seminars and networking opportunities, allowing me to learn from industry experts, establish valuable connections, and explore potential partnerships. I left the conference feeling inspired and equipped with new knowledge and relationships that will enhance my role in promoting studying abroad programmes.*

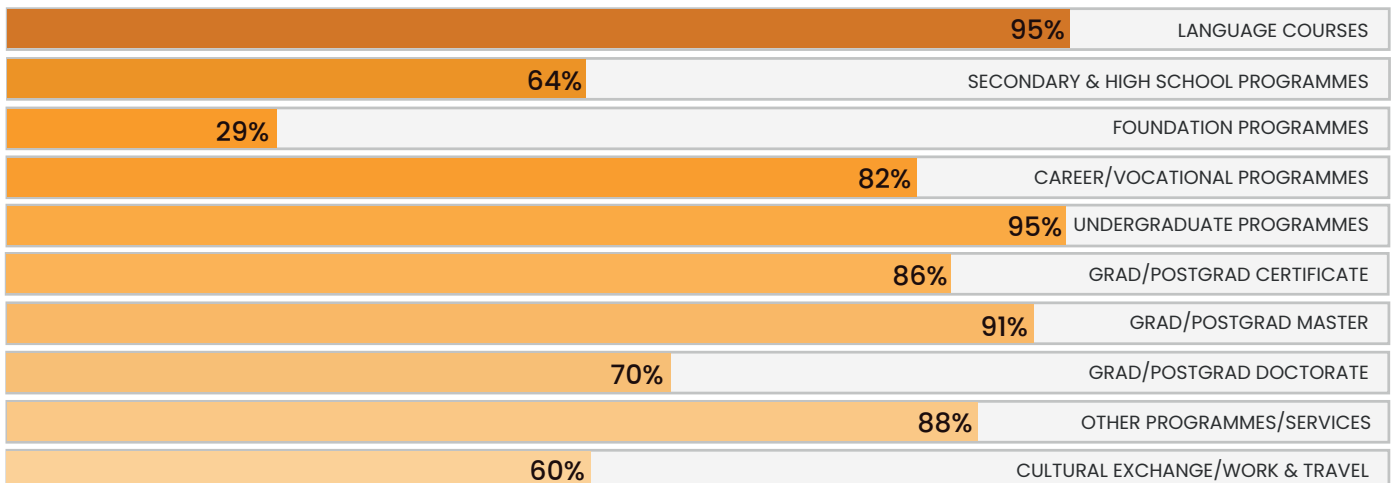
**Noha Hlep, First Express, Egypt**



*ICEF is a great place to connect, explore, and collaborate with partners in education field.*

**Mahmoud Abulaila, Student Center Educational Co, Saudi Arabia**

## AGENT SEGMENT ATTENDANCE



## Service Providers

ICEF events provide an ideal opportunity for the providers of services related to international student mobility to connect, one-to-one, with educators and agents representing hundreds of thousands of overseas students.

With the industry experiencing significant change, recent events have seen both an increase in the number of providers attending, and a more diverse range of services being showcased.

At ICEF Dubai 2024, **25** service providers from **15** organisations attended. They came from ten countries: Australia, Canada, Egypt, France, India, Malaysia, the Netherlands, Oman, the UK, and the US.



*Overall it was very good. I liked everything about it.*

**Eslam Albermawy, Germany, Fintiba**

## Seminars & informal networking

ICEF events are well known throughout the industry, not just for the world-class networking opportunities they provide, but also for the industry-leading programme of seminars, which provide valuable regional and sector intelligence. Led by industry experts, these sessions provide insight into the market, allowing participants to develop their long-term recruitment strategies effectively.

ICEF Dubai featured eight seminars and panel discussions, providing a focus not only on the MENA region but also on key sector trends. Topics included: Analysing recruitment trends in the MENA region; International student housing – availability, affordability, and accountability; Enhancing the international student experience with the Brampton Charter; and The ICEF Agent Voice: insights into current recruitment trends.

Finally, each ICEF event provides a range of informal networking opportunities, where relationships can be cemented in a more relaxed setting. Key among these are the evening receptions, where attendees have the opportunity to develop the personal relationships that lie at the heart of any good business partnership.



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